



BOARD OF DIRECTORS MEETING MINUTES

July 8, 2016 — Millport Conservancy, Lititz PA

PURSUANT to notice, a meeting of the Board of Directors of the Alliance for the Chesapeake Bay was convened by Don Boucher, Chair, on Friday, July 8, 2016 at 10:00 AM at the Millport Conservancy in Lititz, PA.

Members present: Chair Don Boucher, Jim Elliott, Andrea Field, Bill Gill, Katie Maloney, Bob Paul, Celeste Regan, Jennifer Troy, Robin Clark (via conference line), Paula Hamel (via conference line), Rich Hart (via conference call), Doug Lashley (via conference line) and Steve Levitsky (via conference line)

Members not present: Alex Beehler, Dennis Chestnut, Dan Cornell, Jack Detweiler, Brent Fewell, Chris Hamilton, Steve Pattison, John Quinn and Ginny Snead

Alliance Staff present: Al Todd, Mary-Angela Hardwick, Craig Highfield, Jaja Leroux, Jenna Mitchell, Donna Morelli and Lisa Wadsworth

Welcome and Introductions

The meeting was called to order at 10:05 AM. Lynn Myers from the Millport Conservancy gave a brief welcome with an overview of the property and history of the area. Don Boucher welcomed all board members and staff to the meeting and noted that we had enough members to make a quorum. Don complimented the Staff on Don then turned the meeting over to Al. Everyone present at the meeting and on the conference line introduced themselves.

Business and Committee Reports

Governance Report

April 2016 board meeting minutes were reviewed and approved.

Upon motion made by Celeste Regan, seconded by Bob Paul and unanimously approved, it was RESOLVED that the draft minutes from the April 29, 2016 board meeting, previously provided, be approved.

At the April board meeting, the Alliance by-law revision was presented for approval to the board but was postponed to allow additional time to review and alter the draft before a motion to vote and approve was made. Rich Hart accepted additional comments and changes from the Board regarding lobbying and membership. Revised by-laws were then routed to the Board for review and submitted for approval at today's Board meeting. Rich opened the floor for comments on the revised by-laws. Andy Field suggested one minor change to the first bullet point in the Mission and Purpose section from "Bay"

to “Chesapeake Bay watershed”. Since the Alliance does work throughout the watershed and not just in the Bay, we should encompass this in our mission. Everyone agreed that this change will be incorporated. No other comments were made in regards to the by-laws and an approval vote was held.

Upon motion by Don Boucher, seconded by Jim Elliot and unanimously approved, it was RESOLVED that the Alliance by-laws amended as of July 8, 2016, previously provided, be accepted and approved.

Finance Report

Presented by Celeste Regan. Through May 31st of this year, our total income was \$1,967,205 with expenses at \$1,870,345 leaving a change in net assets at a positive \$98,860. Year to date we are at 40% of our budget. Unrestricted income through May 31st was negative but we expect this to shift as Taste donations and Forum funds post. The audit is in progress and we are looking forward to receiving the audited financials for 2015 and filing our 990.

Al updated the Board on grants. The staff have a very aggressive goal of securing \$3.9 million dollars in grants for 2016. To date \$2.9 million dollars have been secured with \$2.4 million dollars in pending grant proposals. Don has suggested that the Alliance begin assigning probability to grants they apply for to help the firm better gauge pending grant dollars.

Program Report

Al provided an update on the innovation fund. \$50,000 was allotted to this fund to allow staff to tap up to \$5,000 per request to implement new and unique ideas within their programs. The proposal process involves completing a short application and presenting it to the management team to approve. To date we have received three requests and two were approved. The first approved request was from the development department to create an Alliance video to showcase at events and on the website. The other request was from the forestry group to allow Jenny McGarvey to attend a class to become a certified arborist.

Development Report & Taste Strategy

Presented by Mary-Angela Hardwick. This is the 45th year of the Taste and work is actively underway to make it the best and most successful yet. The Taste provides two thirds of the Alliance’s annual unrestricted funds and is critical for Alliance programs. We are at approximately \$48,000 of our \$145,000 goal. Each Board member is asked to reach out to their friends and associates to support the Taste. One of our goals is to have 50 Friends sponsors. If each Board member secures two Friends sponsorships, we will easily meet this goal. Last year many gratis tickets were distributed with the expectation that this year they will be converted to paid tickets. Don said that we may not be where we were last year in sponsor dollars but we do have more new sponsorships and that is more important to the Alliance. Mary-Angela asked the Board to provide names of potential volunteers to support the Taste silent auction and raffle as well as any fun ideas the board has to make the Taste unique.

We are currently promoting our annual photo contest and select entries will be showcased in our 2017 calendar. The mid-year appeal went out at the end of June and we are receiving responses to this campaign. We have put together a two-pager of our programs to support our outreach and get the word out about the Alliance’s work.

Board Recruitment Priorities

Al provided the Board with a list of potential Board members collected from his small group meetings with the board this spring. We have a potential of 7 board slots to fill as we have 5 board members with 2nd terms coming up and 2 available vacancies. Al and Rich went over the list to solidify potential members and the next step will be for the recommending board member to reach out to the potential members in cooperation with Al to gauge interest. At the October meeting, we will anticipate having a slate of 4-5 members to vote on.

A conversation was held over whether or not we wanted to recruit government officials or employees to the board. It was confirmed that Alliance board members could be government staff members with no conflict of interest. Everyone in attendance affirmed their agreement with an “aye.”

Break for Lunch

Board Member Announcements

The Board did not have any announcements to make.

Alliance Programs Highlight: Riparian Buffers and Stream Restoration

Presented by Al Todd and Craig Highfield. Al began the presentation by giving us an overview of what riparian buffers and stream restoration mean and that they have important functions in protecting the circulatory system of the Bay watershed. Al discussed forest buffer goals past and present. Al then turned the presentation over to Craig who gave an overview of the Alliance’s roles and accomplishments in riparian forest buffer work which included the following programs:

- Healthy streams farm stewardship program
- Mason Dixon RCPP
- Comprehensive RCPP
- Chesapeake Bay Riparian Forest Buffer Initiative

Pennsylvania Program Overview

Presented by Jenna Mitchell and Donna Morelli. Donna and Jenna gave a brief overview of some of the successes the Pennsylvania office had this year including finalizing plans for Pennsylvania READY, milestones in the Reduce Your Stormwater Campaign, and LGAC work.

Director’s Report

Al presented a brief update of Alliance programs over the last quarter:

- Project clean stream broke records with 58,000 volunteers at 3,000 sites to pick up 3 million pounds of trash.
- Businesses for the Bay now has 23 members with a 2016 goal of 100 members. We are looking for ways to recruit more members
- Annapolis READY was launched the last week of June

Our staff retreat was held in May and staff primary concern were benefits. Al is interviewing other non-profits to see how they handle benefits and we will conduct interviews with benefits providers based on recommendations from these non-profits to see if we can improve our benefits package.

Al informed the Board that the Alliance has approximately 30 staff not including the READY team. Jory Bender will begin working at the Alliance at the end of July as the new Executive Assistant. The Grant Manager position has been filled by former Alliance employee, Drew Siglin. Drew will work part time and remotely to build a more automated and transparent grant system. Marissa Spratley has been hired to assist Mary-Angela as a communications assistant and forum plus coordinator.

We had hoped for a Flying Dog Brewery bottle product in 2017 but it will be 2018 or 2019 as label approvals can take several years. Drafts will be showcased at the Taste and Flying Dog is looking to work with three other local breweries in this beer initiative.

Altria has been working on the website pro-bono and staff are now engaged in creating content. The goal is to have the website live by September

The next Board meeting will be October 21, 2016 at the DC Arboretum.

Meeting was adjourned at 2:15